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MARIO, MADDEN NFL, THE URBZ AND MORE READY FOR NINTENDO DS LAUNCH

DS Changes the Rules: Players Control Games with Touch or Voice,
Monitor Two-Screen Action, Compete Wirelessly with Others

REDMOND, Wash., Oct. 7, 2004 – Imagine using the touch screen of Nintendo DS™ to call a secret audible at the line of scrimmage when your wireless opponent threatens a blitz. Is your Sim feeling blue? Redesign her apartment or create a pet with the touch of the screen. Can't find that last star? Use the second screen to track down your nemesis in the vast worlds of *Super Mario® 64 DS*.

From Mario™ to Madden and *The Urbz*™, familiar characters and dynamic franchises will dominate the launch season for Nintendo DS, while allowing fans to play their favorites in entirely new ways. In the first 30 days of system availability, thanks to unprecedented support from third-party publishers, players can enjoy 10 to 12 DS games covering all genres. By the end of the first quarter of 2005, the Nintendo DS library will grow to 20 to 25 games.

Nintendo DS will launch in the United States on Nov. 21 at an MSRP of $149.99.

"DS provides the road map to the future of video games," says Reggie Fils-Aime, Nintendo of America's executive vice president of sales & marketing. "The overwhelming support of strong third-party titles, combined with Nintendo's flagship franchise, makes this the strongest software support for any Nintendo system in more

– more –

than a decade."

As part of an incredibly strong launch offering, players will receive a free playable demo of Nintendo's upcoming *Metroid Prime Hunters* game, titled *Metroid Prime® Hunters: First Hunt*. Each system also offers a built-in *PictoChat™* feature, which lets users type text or draw pictures and transmit them wirelessly to up to 15 other Nintendo DS users nearby.

In all, more than 120 games are currently in development for Nintendo DS around the world. Titles available in the launch window include *Super Mario 64 DS* from Nintendo, *Madden NFL 2005*, *Tiger Woods PGA TOUR® Golf* and *The Urbz™: Sims in the City™* from EA, and a major title from Activision. Other third-party titles available during the launch period include *Ping Pals* from THQ, *Feel the Magic: XY/XX* from SEGA, *Rayman DS* and *Asphalt Urban GT* from Ubisoft and *Ridge Racer DS* and *Mr. DRILLER: Drill Spirits* from Namco.

Players can expect Nintendo-published games to retail for as low as $29.99.

In the coming months, publishers will release a wide range of novel software. Nintendo's list of DS-specific first-party franchises includes a multiplayer *Mario Kart*, as well as *Metroid Prime Hunters*, *WarioWare, Inc.™ DS*, *Animal Crossing*, *Yoshi's Touch & Go*, *Advance Wars® DS* and a new *Super Mario Bros.*, among others.

Third-party publishers will add *GoldenEye: Rogue Agent™* and *Need for Speed™ Underground* from EA, *Viewtiful Joe* from Capcom, *Bomberman* from Hudson Soft, *Frogger* from Konami, a *Final Fantasy: Crystal Chronicles* title from Square Enix, and many more.

The dual-screened Nintendo DS is a portable video game and communication system that opens up new possibilities for both software developers and game players. Each dual-screened unit, which features a sharp, angular, silver-and-black design, has a built-in stylus for use on the touch screen, a built-in microphone for voice recognition and wireless capabilities via both local area network and Wi-Fi connections. Nintendo DS represents a third, distinct hardware line for Nintendo, along with Nintendo GameCube™ and Game Boy® Advance SP.

Each title takes advantage of the unique Nintendo DS features. For example, in *Madden NFL 2005*, one screen will show all 22 players on the field, while the other will display the key action. Players also will be able to compete head-to-head wirelessly. In

– more –

Super Mario 64 DS, players choose one of four characters as they experience the groundbreaking Mario game in completely news ways exclusive to Nintendo DS, such as head-to-head wireless battling, new touch-sensitive mini-games and innovative control options. In *Metroid Prime Hunters: First Hunt*, up to four players can compete wirelessly. Multiple control schemes take full advantage of the touch screen, giving all gamers an ideal way to play.

In addition to these upcoming titles, Nintendo DS already features compatibility with more than 550 games. Its second game port allows users to play single-player modes of games made for Game Boy Advance SP.

The worldwide leader and innovator in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its popular home and portable video game systems. Each year, hundreds of all-new titles for the best-selling Game Boy® Advance, Nintendo DS™ and Nintendo GameCube™ systems extend Nintendo’s vast game library and continue the tradition of delivering a rich, diverse mix of quality

video games for players of all ages. Since the release of its first home video game system in 1983, Nintendo has sold more than 1.9 billion video games and more than 170 million hardware units globally, creating enduring industry icons such as Mario™ and Donkey Kong® and launching popular culture franchise phenomena such as Metroid®, Zelda™ and Pokémon®. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere.

For more information about Nintendo, visit the company's Web site at www.nintendo.com.

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